

PGE **Renewable Power**

A look under the hood



Portland General Electric

Background/Current Status

- Oregon's largest IOU with >767,000 customers
- PGE ranked #2 in U.S. for renewables (in volume)
 - Over 38,300 customers enrolled (~5%)
 - More than 34 aMW of renewables sold annually
- Green Power has highest customer awareness of any PGE product (>70%)
- Those aware of green offers are more satisfied with PGE (75% vs. 65%)
- Over 50 of its largest C&I customers participating PGE's Clean Wind program for business (Intel, IBM, Toyota, Xerox...)

I have a different vision of leadership. A leadership is someone who brings people together."—former Austin resident



Residential & Small Non Residential Green Program Overview

- Program basics mandated under Oregon SB 1149. Oversight provided by Portfolio Options Committee & OPUC
- Law requires 3rd party for Marketing and Supply of 2 of the 3 required renewable power options (Green Sourcesm Healthy Habitatsm & Clean Windsm)
- Using RFP process Green Mountain Energy Co. was selected for marketing and supply in 2001, 2003 and a contract extension in 2005.

“I think anybody who doesn't think I'm smart enough to handle the job is underestimating”—former Austin resident



C&I Clean Wind Program

- A tariffed unregulated offering of PGE with a minimum purchase of 1000kWH/mnth
- Clean Wind green tags provided by Bonneville Environment Foundation
- Marketed primarily through PGE Key Customer Managers and advertisements in major newspapers

“The California crunch really is the result of not enough power-generating plants and then not enough power to power the power of generating plants“. —former Austin resident



Program Marketing Basics

- Collaborative approach between GME and PGE provides Integrated “Multi-Touch” marketing
- Sales/Marketing channels include Direct Sales at Events & Storefronts, Bill Inserts, Bangtails, Courtesy Knock, Web & Phone
- Marketing efforts reviewed at least quarterly by the Oregon Portfolio Options Committee as administered by the OR Public Utilities Commission

“I know what I believe. I will continue to articulate what I believe and what I believe—I believe what I believe is right.”—former Austin resident



Marketing Budgets & Costs

- PGE and GME share the costs of marketing all three products in an equal fashion
- PGE program budgets typically ~\$0.50 per Residential Customer Served
- In 2005 new residential acquisitions typically in the >\$50 range
- Ranked in order of cost: Bangtails are lowest cost acquisitions, Direct Mail and Courtesy Knock are the most costly

*“We don't believe in planners and deciders making the decisions on behalf of Americans” –
former Austin resident*



Organizational Support (Is Key)

- Corporate Communications Departments are key partners: make the connection between increased awareness and customer satisfaction scores
- Work with other departments/teams to raise internal awareness around these options and the increased customer satisfaction.
- Use relationship building techniques and share the success to engage Customer Care Center and other internal operations folks who will contribute to the success of the programs.

"I promise you I will listen to what has been said here, even though I wasn't here." former Austin resident



Presentations from other Panelists

"We look forward to hearing your vision, so we can more better do our job. That's what I'm telling you."—
former Austin resident

